

HOW TO ENSURE A SMOOTH & HASSLE-FREE MIGRATION

Create A Plan

Migrating an online store is complex - use a calendar to map the key events and milestones.

Start Testing

Setup functionality early in Shopify to allow staff to test key business processes - this will minimise the impact on design.

Don't Forget SEO

Migration can impact SEO - if your store depends on organic traffic make sure to engage an SEO expert at the start of the process.

Train Your Team

Training staff early in the migration process will ensure a smooth transition to Shopify. It's much easier to identify and solve workflow problems during development rather than during the launch phase.

Test Everything

Prior to launching it's essential that you and your development team test your new Shopify store. Don't forget to test other systems also impacted by the migration (IT, Accounting, Sales etc.)

Review Processes

Migrating will likely alter some business processes - identify those which cannot be changed; improve or eliminate others. Ensure that processes are included in proposal requests.

Define Expectations

What metrics will signal a successful migration? Define these and ensure that measuring tools are set-up prior to launch.

Organise Data

Before you move to Shopify - take the opportunity to organise your customer data. Only migrate the essentials and don't forget account balances, gift cards and store credits.

Tell Customers

Start promoting your new store to your customers early in the process - outline the improved customer experience and any changes in processes.

Launch

Launch at a time that will minimise customer impact and ensure that everyone is kept up to date during the process.

THE HOPE FACTORY

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